



**A CASE STUDY ON SELECTING PROCESS OF THIRD PARTY
LOGISTICS IN TRIWAYS LOGISTICS SDN.BHD**

MOHD RIDWAN BIN RAZALI

2007137513

BACHELOR OF BUSINESS ADMINISTRATION

(HONS) INTERNATIONAL BUSINESS

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

NOVEMBER 2009

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INTERNATIONAL BUSINESS
FACULTY BUSINESS ADMINISTRATION
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA

“DECLARATION OF ORIGINAL WORK”

I, Mohd Ridwan Bin Razali , (I/C No: 860520-02-5851)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

November, 2009

Coordinator Program
Bachelor of Business Administration (Hons) International Business
Faculty of Business Management
Universiti Teknologi MARA
No. 110, Off Jalan Hang Tuah,
75200 Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “ to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You

Yours sincerely,

MOHD RIDWAN BIN RAZALI
2007137513
Bachelor of Business Administration (Hons)
International Business

ABSTRACT

Triways Logistics is one of forwarding company that provides a service of forwarding by air, sea and land. Its mission is to be a world class total logistics services provider and become a pioneer in forwarding services. Outsourcing in other words can be best describing as third party logistics in logistics terms. The research study is to find the right outsourcing partnership by compare a company practices with the theory.

This case study is exploring the gap of selecting a third party logistics that implement by Triways Logistics and the theories. In order to justify on what are the process that implement in outsourcing, the observation research has done for four months. From the observation, it was found that some issues related and influenced a process of choose an outsourcing partner. All these issues deeply explained in the report in order to be more clarifying for understanding of outsourcing or third party logistics (3PL).

Some of suggestions have been explained in enhancing the service quality provided. Data collected through interview with the staff, supervisor and all departments related with the research studies.

TABLE OF CONTENT

CONTENT	PAGE
ACKNOWLEDGEMENT	i
LIST OF TABLES	ii
LIST OF FIGURES	iii
ABSTRACT	iv
CHAPTER ONE: INTRODUCTION	
1.0 Introduction	1
1.1 Background of the study	2
1.2 Company Vision and Mission	5
1.3 Operation Business	5
1.3.1 Organizational Structure	7
1.3.2 Supplier and Principals	8
1.3.3 Competitors	9
1.4 Issue Statement	10
1.5 Scope of Study	13
1.6 Research Question	14
1.7 Research Objectives	14
1.8 Significant of Study	15
1.8.1 Limitations of Study	16
1.9 Definition of Term	17
CHAPTER TWO: LITERATURE REVIEW	
2.1 The Literature Review	18
CHAPTER THREE: RESEARCH METHODOLOGY	
3.0 Research Methodology	25
3.1 Data Collection Methods	26
3.2 Primary Data	26
3.3 Secondary Data	26
CHAPTER FOUR: FINDING AND ANALYSIS	
4.0 Findings and Analysis	27
4.1 Introduction	27
4.2 Selecting a 3PL Suggested by Inbound Logistic Theory	27
4.3 Selecting a 3PL at Triways Logistics	30
4.4 Gap	32
4.4.1 Request for Proposal (RFP)	33
4.4.2 Impact on Sales throughout the Process	33
4.4.3 Appoint Maximum of Three 3PL	34